

About UNESCO

UNESCO - the United Nations Educational, Scientific and Cultural Organization (UNESCO) was founded on 16 November 1945. For this specialized United Nations agency, it is not enough to build classrooms in devastated countries or to publish scientific breakthroughs. Education, Social and Natural Science, Culture and Communication are the means to a far more ambitious goal : to build peace in the minds of men. UNESCO is working to create the conditions for genuine dialogue based upon respect for shared values and the dignity of each civilization and culture. As the lead UN agency in promoting freedom of expression and access to information and knowledge, UNESCO has taken various initiatives to improve the quality of journalism education worldwide.

www.unesco.org

About the Department

The Department of Communication offers a two-year Masters degree and a Doctoral Program in Communication. Rooted in the television boom of the 1990s, the department's skill base is in television production. The program gives a balanced emphasis on using media technologies for social change and for corporate performance. It has fostered a sense of critical thinking and pragmatic attitude in the students which helps them adapt to the changing media trends in the globalised world. The department pioneered the institutional approach to the study of communication and development in the country. The Masters Program is designed to balance theory with practice. It offers students problem-solving frameworks and functional skills essential to the development of their professional careers. From the Academic Year 2008-09, the Department is going to offer four different streams in the M.A. Programme.

http://www.uohyd.ernet.in/academic/school_study/sarojini_naidu_school/program_communication.html



United Nations
Educational, Scientific and
Cultural Organization

University of Hyderabad - UNESCO South Asian Consultation on Model Curricula for Journalism Education for Developing Countries & Emerging Democracies

7 - 9 March, 2008

(Being organized under the aegis of the Department of Communication, UoH)

South Asian Consultation on Adaptation of UNESCO Model Curriculum for Journalism Education

University of Hyderabad, Hyderabad, India, 7-9 March 2008

Friday 7 March 2008

- 9:00 – 9:30** **Registration**
- 9:30 – 10:45** **Welcome and Inaugural remarks** – Chair: Professor Vinod Pavarala, Dean, SN School
Opening remarks: Jocelyn Josiah, Adviser for Communication and Information for Asia, UNESCO
About the Consultation: Professor B.P. Sanjay, Coordinator
Keynote speech: Kunda Dixit, founder editor and publisher, Nepali Times and co-publisher, Himal Magazine, Nepal
- THANKS**
- 10:45 – 11:00** **TEA BREAK**
- 11:00 – 12:00** **Session One: Highlights of the Model Curriculum:** Need, Approach and Rationale by Michael Cobden, Inglis Professor, University of Kings College, Halifax, NS, Canada
- 12:00 – 1:00** **Preliminary responses: Question and answer Session** Bangladesh; Nepal; Sri Lanka; Bhutan; India
- 1:00 – 2:00** **LUNCH**
- 2:00 – 3:00** **Session Two: Overview of Journalism Education in Asia:** some highlights by Sundeep Muppidi, University of Hartford
- 3:00 – 3:45** **Responses to Sundeep Muppidi’s presentation:** Question and answer Session; Bangladesh; Nepal; Sri Lanka; Bhutan; India
- 3:45 – 4:00** **TEA BREAK**
- 4:00 – 5:00** **Formation of working groups** to discuss country-specific adaptation dynamics. [Participants will be grouped cutting across countries to discuss the curricula based on their prepared response to arrive at country-specific and comparative responses to the model curricula]
- 5:15** **Second “Dr. CVS Sarma Memorial Lecture”** by Ms. Ammu Joseph, Independent Journalist & Writer

Saturday 8 March 2008

- 10:00 – 12:00** **Working groups continue to discuss the highlights of existing curricula frameworks in South Asian countries** – India, Sri Lanka, Bangladesh, Nepal and Bhutan
- 12:00 – 1:00** **Presentations from the working Groups on the Model Curricula adaptability**
- 1:00 – 2:00** **LUNCH**
- 2:00 – 3:45** Group presentations continue

- 3:45 – 5:30** **Responses by Michael Cobden and Sundeep Muppidi to the presentations.**
- 5.45** **Release of book “VIDEO PRODUCTION”** authored by Vasuki Belavadi (Oxford University Press, 2008)

Sunday 9 March 2008

- 10:00 – 12:00** **Implementation strategy and potential:** The working groups, through their chosen presenters, will present “What next?” strategies in respective institutions and Countries. Concluding responses by UNESCO – Jocelyn Josiah and Hary Padhy
- 12:00 – 1:00** Recommendations and follow up action
- 1:00** **LUNCH AND FAREWELL**

Work Agenda

The consultation is in a discussion mode with at least four business sessions.

- 1. Inaugural session**
- 2. Business session 1** - which presents the context to the curricula by one of the resource persons associated with the work followed by Q&A session
- 3. Business session 2** - which presents a brief study on the status of journalism education followed by a Q&A session

The participants then break into working groups where they would discuss the adaptability of the curricula and their individual and institutional response with regard to its relevance, importance and adaptability.

The participants will, on a representative basis, present a framework of their current curricula with regard to different levels of the programme - certificate, diploma, bachelors and post graduate level programme.

The groups will take about two to three working sessions to discuss the model curricula in the light of their respective curricula, institutional dynamics and adaptability factors.

After the groups have deliberated a designated member from the working group will present the group’s view to the general penultimate business session. The resource persons will respond to these presentations.

The last business session will be “What Next” - where UNESCO representatives will hear and respond to the dynamics of implementation with regard to human resources, text books, equipment, networking, etc. and end with recommendations for adaptation.